

National Canners Association

WASHINGTON, D. C.

Information
Letter



For N. C. A.
Members

Membership Letter No. 53.

March 1, 1924.

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Warehouse System is Still in Force.

Owing to the various announcements which have been made regarding the recent conference with distributors in New York, a misapprehension seems to have grown up that there has been an abandonment of what is known as the zone warehouse system of handling spoiled canned foods. This is incorrect, as the resolutions adopted at New York City expressly reaffirm the approval of the warehouse system where the buyer and seller both agree, and the percentages adopted there are only intended to cover those cases where buyer and seller desire to have a cash allowance inserted in their contracts instead of the general one hundred per cent. guarantee which many of the canners prefer.

Members should read carefully the circular which was sent out last week by this Association, as it strongly emphasizes this point. It should also be borne in mind that the action which was taken in New York is tentative and only intended to take care of conditions in a temporary manner until the manufacturers of the different products can collect sufficient data which will truly determine what the swell losses actually are.

The distributors are committed to this policy by the New York resolutions, and the president of the National Canners Association has already addressed letters to the chairmen of the different sections and other organizations representing the different products of the industry, asking them that data be collected at once, so that future conferences can be arranged.

1924 Canned Foods Week Begins To-day.

National Canned Foods Week, March 1-8, takes the center of the stage in practically every city of the country to-day. Beginning in a small way two years ago, it has become one of the great food events of the year, with the demonstration reaching from coast to coast, from border to border, and to far away Hawaii. As a matter of fact, Honolulu was one of the first cities to get into step, and the effort there has been notable from the start.

Word has just been received from A.H. Tarleton, secretary of the Association of Hawaiian Pineapple Cannerys, that this year's effort is expected to eclipse all others. There will be a window decorating contest, with cash prizes, in Honolulu, and also each of the islands, for the most attractive window display of canned foods, whether confined to houses dealing in foods or other merchandise. There will be a photographic contest for each island, with cash prizes, the judging to be done from photographic displays submitted to the Honolulu committee.

In all cities in the States, be it Utah or Maryland, Michigan or Texas, there will be specially displayed and specially priced canned foods, nor will the display of canned foods be confined to the grocery windows, but, in honor of the special event, will be seen in jewelry stores, clothing stores, and other mercantile houses too numerous to mention. In fact, the consumer will be continuously reminded of the occasion by the now famous red, white, and blue Canned Foods Week window streamer, inasmuch as close to two million of these have now been distributed.

Peoria Again Takes the Lead in Canned Foods Week.

In Peoria, intensive work has been done to have restaurants feature canned foods during the Week, and as much as possible have their menus made up of canned foods. This will include the hotels, clubs, Y.M.C.A. and Y.W.C.A. cafeterias. Where there are printed or typewritten menus, an effort will be made to have set forth thereon that it is Canned Foods Week, and for each item of food which has been prepared from a can, to have it so stated on the menu.

The prominent downtown Peoria department stores are being canvassed for window displays. An enterprising committeeman--a well-known broker--secured the promise of forty-two windows in one day. Most of these windows were secured for the asking. The committeeman covered both sides of the street for three blocks.

Again, each of the papers of Peoria is to give a full page of advertising for Canned Foods Week. This page will be devoted to advertising canned foods in a national way. No brands will be mentioned, and the only firms named will be those who have given up their windows for canned foods displays and then only with an announcement of where canned foods are displayed during that week.

The Committee has arranged to have a film made and run the week preceding Canned Foods Week, also during the Week, in all the moving picture houses. While this will be devoted mostly to reading matter, there will be a lot of clever work being done with cans in the film, such as spelling out the name with cans, and things of that sort.

Country-Wide Observance of Canned Foods Week.

The Arkansas Wholesale Grocers Association is planning a State-wide observance. Its appeal concludes as follows:

"Let the brokers and the wholesale grocers in each city or town call a meeting of the retail grocers at once and talk this matter over, that some real 'ginger' can be put into the proposition. Get the promise of the retail grocers that they will use advertising matter for Canned Foods Week, and that they will cooperate with you in making it a grand success."

There will be special advertising in Henderson, Kentucky.

"Help Yourselves."

Captioned "Help Yourselves", the Illinois Wholesale Grocers Association has sent out a rousing bulletin, which reads, in part, as follows:

"We have a great common interest with the National Cannery Association in making Canned Foods Week a success. We should not only cooperate with them because they are trying to put over a big thing and because we may want to ask their cooperation at times, but we should use it to widen our own distribution and increase our business."

To use their own expression, "Canned Foods Week started off with a roar", when six hundred Milwaukee retailers were banqueted by the wholesalers, jobbers, brokers, and canners of the city. By way of celebrating this event, the Wisconsin News took a flashlight of the meeting at its beginning, and before the guests had adjourned, distributed a four-page extra to everyone present. The paper was entirely devoted to Canned Foods Week and its possibilities. All indications point toward a successful week there.

Word comes from Bloomington, Illinois, that there will be canned foods luncheons at the Rotary, Lions, Kiwanis, and Y.M.C.A., and that there will be special menus and speakers for each. There will be a special appropriation for newspaper and street car advertising. Also, window displays.

J.W.Herscher, president of the National Wholesale Grocers Association, advises that his company is giving a five per cent. discount to retail grocers on purchases for Canned Foods Week.

The Charleston, West Virginia, jobbers and brokers have raised a fund to be spent in local advertising of the Week.

Extraordinary preparations are being made in St. Joseph, Missouri. The largest theater there has been leased for four days for a canned foods exhibit. The movement starts with a banquet, the menu consisting of canned foods exclusively, given to presidents of civic and women's organizations for enlisting city-wide support of the movement.

An entire section of the St. Joseph Sunday Gazette has already been devoted to the event, which will be followed up by the daily papers throughout the Week.

Car cards are in the street cars, not only in New England but in many of the principal centers of the country. The cards are a reproduction of the Canned Foods Week streamer, and bear the motto, "Patronize this neighborhood store."

St. Louis Local Committee is Again Doing Wonderful Work in Preparation for the Coming Canned Foods Week.

On the evening of February 8, the committee entertained the jobbers' salesmen, at which time there were two hundred and eighty-eight present. The meeting was in

the nature of a banquet and a general get together meeting. A feature of the meeting was the showing of two films of the canning industry, one depicting the harvesting and canning of peas, and the other the preparation and canning of milk. Every salesman left the meeting with the avowed purpose of putting the campaign over with the retailers more fully than had been done in either of the previous efforts. This meeting was followed up on Tuesday, the 12th, with a banquet and get together meeting of the retail grocers of the city.

President Clark Begins Intensive Canvass for New Members.

An intensive canvass for increased membership of the National Canners Association was actively gotten under way when President Clark appointed the Board of Directors as a committee of the whole to direct and assist in securing new members. Each director and each member is being earnestly urged to secure new members, the basic argument being that more members will mean a reduction in dues. A strong letter has gone forward to every director and every member of the Association.

The active canvass for members will continue until May 1st.

Here is a Brand New Canned Foods Slogan.

Mrs. Anna B. Scott, the noted food economist of the Philadelphia North American, in her talk at Buffalo, coined a slogan which, it is suggested, might be used by the National Canners Association, or the canning industry. It follows:

"I've never found a place where canned foods did not fit, and I've always found them fit for any place."

Doctor Cumming Reappointed Surgeon General.

It is of interest to his many friends in the canning industry to note that Dr. H.S. Cumming has been reappointed Surgeon General of the United States Public Health Service.

Appreciates Work of the Association.

The following letter has been received from a member in the West, in acknowledgment of an investigation of an alleged food illness case:

"We are in receipt of your report of case No. 3-24, and wish to thank you for same. When a condition of this kind arises it is very easy to see the value of belonging to the National Canners Association.

"We appreciate your cooperation very much."

Vitamin C in Canned Foods.

Bearing on the research of Dr. Walter H. Eddy, at Columbia University, and Dr. Edward F. Kohman, of the Research Laboratory of the National Canners Association, reprints of an article by them, which was published in a recent number of the Journal of Industrial and Engineering Chemistry, are now available.

The article was entitled "Vitamin C in Canned Foods", and a summary follows:

"Six lots of canned cabbage were fed with varying processes as follows:

| <u>Lot</u> | <u>Time Minutes.</u> | <u>Temperature F.</u> |
|------------|--------------------------|---------------------------|
| 1 | 30 | 212 |
| 2 | 60 | 212 |
| 3 | 15 | 240 |
| 4 | 30 | 240 |
| 5 | 45 | 240 |
| 6 | 30 | 260 |

"Previous work by different investigators showed that one gram of raw cabbage daily is necessary to protect a guinea pig from scurvy and that if cabbage is cooked by various home cooking methods both in an open kettle and in a pressure cooker, twenty grams daily are required. In the first test of the canned cabbage 15, 20, 30, and 40 grams were fed daily. In this test it was found that a smaller amount was adequate. In a second test, 5, 10, and 15 grams were fed daily and here again it was found that a smaller amount would be adequate. In the final test, 2, 4, and 8 grams were fed daily and 4 grams were found to be adequate to protect guinea pigs from scurvy. From the general condition of the guinea pigs on the 4 gram amounts, it was judged that 4 grams was about the equivalent to 20 grams of home cooked cabbage in antiscorbutic value.

"No difference was noticeable between the canned cabbage having different processes even in the extreme limits of 30 minutes at 212 degrees and 30 minutes at 260 degrees. This is taken to mean that heat is not the primary factor bringing about loss of vitamin C in cooking. This test brings out the fact that canned cabbage was approximately five times as rich in vitamin C as the home cooked cabbage."

Grand Rapids Paper Tells of Confidence in Commercially Canned Foods.

Commenting upon the recent case in Oregon, A.H. Vandenberg, the able editor of the Grand Rapids Herald, has written the following editorial in that publication:

Seven deaths in Albany, Oregon, from botulinus poisoning again emphasize the virulent nature of the taint. But as in all of the later recurrences of botulinus, the Oregon tragedy traces itself to a home preserved product. In this case beans, canned at home, were eaten by twelve persons. Seven died within a short time, and three were so seriously affected as to make survival doubtful. When botulinus first received publicity, it was commercially canned products that contained the poison; but with commendable zeal the National Canners Association immediately undertook a campaign to stamp out the toxin. The success of that campaign is evident in the fact that all recent appearances of botulinus--a poison created in a certain stage of food decomposition under set conditions--have been confined to the product of kitchen canners. While it is difficult to find satisfaction so long as the deadly poisoning continues in any phase to take human lives, the fact that commercial canners have been able to conquer it inspires hope that eventually botulinus will cease altogether to contribute to mortality statistics. Certainly the commercial canners, by their earnest and successful campaign against the poison--which at its worst was confined to a very few products of a very few canners among all the hundreds of thousands of cans put out annually--justifies the confidence now uniformly given to commercially canned foods."

A Bill to Establish Foreign Commerce Service.

A bill has been introduced in the House by Representative Winslow of Massachusetts, to establish in the Bureau of Foreign and Domestic Commerce of the Department of Commerce, a Foreign Commerce Service of the United States. This service would consist of officers to be graded and known as commercial counselors, commercial attachés, assistant commercial attachés, trade commissioners, and assistant trade commissioners.

Under the direction of the Secretary of Commerce, the officers of the Foreign Commerce Service should promote the foreign commerce of the United States; investigate and report upon economic, commercial, and industrial conditions and activities in foreign countries, and economic and commercial aspects of agriculture, manufacturing, mining, forestry, shipping, transportation, finance, labor, and legislation, and of all other activities in foreign countries which may be of economic, commercial, or industrial interest to the United States; perform such other duties as the Secretary may direct in connection with the promotion of the industries, trade, or commerce of the United States; direct, within their respective jurisdictions and under the supervision of the chief or acting chief diplomatic officer of the United States for such jurisdiction, the economic and commercial investigations and reporting, and the trade promotion and commercial intelligence activities of all other officers or employees of the United States; and make such inspections of the Foreign Commerce Service as the Secretary may direct.

New Bulletin on Canned Fruits.

There is going forward to the membership a new bulletin gotten out by the National Cannery Association, "Canned Fruits--Information of Popular Interest Regarding Them". It is well illustrated, and, in fact, one of the handsomest bulletins ever gotten out by the Association. It contains numerous popular recipes, and was designed primarily for the consumer, but every member should see it. If your copy has not been received, kindly advise us at headquarters.

Secretary Hoover to Continue Business Reports.

Commerce Department business conditions and industrial production reports will continue to be issued, according to an official statement, although Attorney General Daugherty, in a recent letter to Secretary Hoover, indicated trade associations might be restricted in gathering statistics which enter into the compilations. The Attorney General held that furnishing of such data to the Government probably was lawful, but that the dissemination of it by trade associations to members was probably unlawful.

"The Department of Commerce will continue to publish its monthly survey of current business", the statement said. "The information which associations furnish will be used within the limits of department appropriations and facilities in the publications to the extent that it proves suitable.

"The Department does not express any views as to the legal status of any association from which it receives the information, or any approval of its activities."

Distributors Cooperate with State Food Officials
in Establishment of Zone Warehouses.

The National Wholesale Grocers Association, through Mr. Arthur P. Williams, has addressed a letter to the State food commissioners of the United States, suggesting cooperation in assisting the canners in their scientific investigation of losses due to swells or otherwise spoiled canned foods.

Mr. Williams further states:

"We have ourselves undertaken such cooperation by agreeing to ship swells or other spoiled goods from wholesale grocers' stocks only to such assemblage depots as the National Canners Association may establish, and the consent of Federal, State, and municipal food officials is desired in order to facilitate such examination."

Mr. Alfred H. Beckman, secretary of the National Chain Store Grocers Association, has agreed to address similar letters to State food officials.

Inasmuch as the American Wholesale Grocers Association has cooperated with the National Canners Association in the establishment of these zonal warehouses, it was unnecessary for them to address any communication to State food officials, since they have always favored the plan.

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